

SAFETY PROGRAM PLANS

INTRODUCTION

Organization of this Document: Wisconsin's Highway Safety Performance Plan is organized into 11 Priority Program Areas, reflecting both federal funding priorities and priorities assigned by analysis of Wisconsin traffic safety information. Each Program Plan contains five sections: 1. One or more program goals that support the statewide primary goal, and a set of one-year objectives; 2. Estimated funds allocated to the program; 3. Data describing the problem and justifying applying funds to it; 4. Description of effective strategies for addressing the problem; and 5. A set of projects or activities that support program objectives.

1. Program Goals and Objectives: Each program area has at least one measurable goal supported by multiple ("SMART," or **Specific-Measurable-Achievable-Realistic-Time-framed**) objectives.

Goals are general statements about the overall change desired in the problem based upon problems identified by the process above. Progress toward each goal is measured by process, impact and outcome objectives.

Objectives are specific statements of measurable, realistic and time-framed changes that will support the goals identified above.

Performance Measures are statements of the specific means by which the state will track its progress toward each objective and goal.

Baselines are the points from which progress is measured. When baseline data are not available, they will be gathered during the identified fiscal or calendar year.

Base Year Either CY 1994 or the three-year average of 1994-1996 is used as the baseline, as required by the nature of the data. 1994 is used as the first year for computations because Wisconsin adopted a new Police Crash Report beginning January 1, 1994. Data from this date forward are more complete and are comparable from year to year.

Status is given in terms of the most recent complete calendar year, fiscal year or survey result. The most recent calendar year crash data available is 2002 and the most recent completed fiscal year is 2002.

2. Estimated Funds Available: All funds from all sources are included in the program budget. Because the 2004 Reauthorization has not yet been passed, FFY2003 funding levels are used as the basis for 2004 programming. **NOTE: 402 funds are overestimated by up to 20%.** Overprogramming allows the state to take advantage of changes in circumstance that result in more benefit accruing from support of one planned activity than another.

Each program may include strategies and activities funded with 410, 411, 2003(b), 157, 164, USDOJ, and State funds, integrated with the 402-funded activities, all summarized at the beginning of each Program description. This Plan estimates activity level as if all funds were available as of October 1, although they will be distributed throughout the year.

A Detailed Budget for all funds may be found at the end of this Plan. A separate PI&E Plan appended to this HSP contains a detailed budget for PI&E, as well.

3. Problem Identification: For each program, problem identification documents the following:

- the magnitude and nature of the highway safety issue to be addressed, and
- the most significant at-risk groups, behaviors and locations.

This portion of the plan provides justification for the selection of funded activities and criteria for project selection.

4. Science-based Strategies for Addressing the Identified Problem: Behavior change requires multiple strategies over extended periods of time, cause and effect is difficult to ascertain, and the selection of target sites requires careful analysis of multiple factors, so the Plan documents the following:

- justification for selection of strategies to be funded using science-based proofs of effectiveness in addressing the at-risk issues and groups, and
- criteria for grant award distributing the program funds to locations and/or organizations most likely to assist in achieving program goals and objectives.

5. Selected Strategies and Activities: Each program plan concludes with a description of the funded activities, organized by those strategies known to be most effective in achieving program goals. Program objectives are listed in the same order as the strategies and activities that support them. Some activities will affect more than one program objective or more than one program area. Each Strategy contains one or more funded Activities. Activity descriptions contain the following items:

- Brief statement of problem addressed;
- One or more project objectives;
- Funding level and items funded;
- Plans for self-sufficiency, and
- Type of analyses to be performed to determine whether objectives are met.